

MULTIMEDIA



UNIVERSITY

ESTD. 1991

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

BMK3094 – SERVICES MARKETING

(All section / Groups)

10 MARCH 2020
9.00 a.m.- 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages (*excluding* the cover page) with 4 questions only.
2. Attempt all the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

"The Great Eastern Life Insurance TV advertisement seeks to differentiate the company from its competitors. Using voice-over narration, Great Eastern proclaims, "We're not just a life insurance company anymore. We're a life company." Throughout the advertisement, visual images and scripted words seek to create a positive impression of Great Eastern as well as educate viewers its new approach to its life insurance service".

- (a) To overcome the problems of its life insurance service intangibility, Great Eastern should use tangible cues in its advertisement. Explain how. (10 marks)
- (b) Apply the "5 Ws" model checklist to the Great Eastern TV advertisement. (15 marks)

(Total = 25 marks)

QUESTION TWO

"Southwest Airlines is the largest low-cost carrier in the United States with a reputation for excellent customer service. "Hired as individuals" and empowered to deliver customer service "with a sense of warmth", Southwest's employees are happy team players, loyal to the organization and key contributors to its success".

Explain why Southwest's service employees are considered key contributors to the airline's competitive positioning. (25 marks)

QUESTION THREE

"Well-designed, unconditional service guarantees are an effective way of identifying and justifying needed improvements, plus creating a culture in which employees and management take proactive steps to satisfy guests".

Using an example of service firm that you are familiar, answer the following questions:

- (a) Explain the power of service guarantees. (10 marks)
- (b) Explain how to design effective service guarantees. (10 marks)
- (c) Discuss when firms should not offer service guarantees. (5 marks)

(Total: 25 marks)

Continued...

QUESTION FOUR

Consider a service of your choice. Discuss how to use the Gaps Model for diagnosing and addressing service quality problems of the chosen service. In your discussion, highlight the six types of gaps that can occur at different points during the design and delivery of a service performance as well as the proposed solution for each gap. (25 marks)

End of page.